



County of Los Angeles
CHIEF ADMINISTRATIVE OFFICE

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DAVID E. JANSSEN
Chief Administrative Officer

**VIA FACSIMILE (W/O KIT)
AND COUNTY MAIL (W/KIT)**

Board of Supervisors
GLORIA MOLINA
First District

YVONNE BRATHWAITE BURKE
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

March 3, 2004

To: All Department Heads
From: David E. Janssen
Chief Administrative Officer

KICK-OFF OF THE COUNTY AMBASSADOR PROGRAM

Effectively promoting awareness of County employees' commitment to enriching the lives of County residents each and every day is critical during challenging times. To promote awareness of our employees' commitment, the Board of Supervisors in August 2003 approved a Countywide Communication Plan developed by the Guiding Coalition. The County Ambassador Program is a key element of the Communication Plan.

The County Ambassador Program promotes awareness of the County's Mission Statement and how our employees' delivery of caring and effective services enriches the lives of County residents. The Program's mission is to empower and motivate each and every employee to **voluntarily** act as an ambassador for the County by equipping them with information about County services that they can share with the public, co-workers, neighbors, friends, and family. A County Ambassador Tool Kit, funded by the County Quality and Productivity Commission, has been assembled for distribution to **all** County employees. The Ambassador Tool Kit consists of a County seal lapel pin, a pocket guide, and laminated card that contains key information about the County's vision, mission, and services.

The Ambassador Tool Kits will be delivered to your Personnel Officer for distribution to each of your employees, with the assistance of your Productivity Manager, in March. Your support and the assistance of your Personnel Officer and Productivity Manager will help ensure that the County Ambassador Program is effectively launched. For your consideration, attached is a sample memo to departmental employees further communicating the purpose of the Ambassador Tool Kit. For additional information, please contact Lari Sheehan of my staff at (213) 974-1174 or the Quality and Productivity Commission at (213) 974-1361.

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Attachments

- c: Each Supervisor
- Quality and Productivity Commission
- Productivity Managers (**via electronic mail and w/o kit**)
- Personnel Officers (**via electronic mail and w/o kit**)

SAMPLE MEMO

Date

To: All Department Employees

From: Name (Department Head)
Title

COUNTY AMBASSADOR TOOL KIT

Promoting awareness of the commitment of each and every department employee to “enrich lives through caring and effective services” is essential to our success as a departmental team and particularly critical in these challenging times. I am pleased, therefore, to provide all **(INSERT NAME OF DEPARTMENT)** employees with the enclosed County Ambassador Tool Kit. The Tool Kit includes a County lapel pin and a pocket guide and laminated card that include key information about the County’s mission, vision, and services.

The Ambassador Tool Kit is designed to empower and motivate each and every County employee to become knowledgeable and effective County Ambassadors who **voluntarily** share information about how County employees deliver services and programs that enrich the lives of County residents. The Ambassador pocket guide and laminated card feature the County’s Strategic Plan goals, key County service call numbers (identified through a Countywide employee survey), and website referral addresses.

If you decide to participate, your role as a County Ambassador will assist in communicating the public service commitment of County employees to our customers, family members, and friends. Updates and new information will be provided to all employees through monthly County Digest articles and updates to the County Ambassador website that can be found at www.lacounty.info/ambassador.

Thank you for your continued support and pride in providing service excellence to the residents of the County of Los Angeles. Please contact **(INSERT NAME)**, the **(INSERT DEPARTMENT NAME)** Productivity Manager at **(INSERT PHONE NUMBER AND/OR E-MAIL ADDRESS)** for additional information or assistance.

Initials